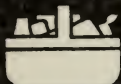


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CONSUMER TIPS > >



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Reserve

BEFORE YOU BUY

1. Price no certain guide to quality; both low-& high-priced cosmetics may contain safe, well-blended ingredients.
2. Shop around; note net contents; compare prices per ounce.
3. Read labels carefully; note any "caution" about using.
4. Never use hair dye on eyebrows or lashes; very dangerous.
5. Hair dyeing should be done only by experts, and only after proper patch testing for allergy.
6. Remember cosmetics can't perform miracles; be suspicious of any claiming to revitalize crepey skin, pull up double chins, remove freckles, feed skin, round contours, etc.

USEFUL FACTS ABOUT COSMETICS

CT-93

CREAMS can only keep outside layer of skin clean, soft, pliable; can't build tissue, remove fat, erase wrinkles, grow hair, etc; soap & water best skin cleanser, but if skin is extra dry, cleansing cream may be more suitable, animal & vegetable fats better than mineral oil products for dry skin.

SKIN "TONICS" can't close pores or shrink skin; thorough daily cleansing is best possible care for large pores.

BLEACHES have only temporary effect; must be used with care.

DEODORANTS either neutralize odor, decrease perspiration, or substitute pleasant for unpleasant odor.

DENTIFRICES can only keep teeth clean & polished; can't cure pyorrhea, etc; beware harsh abrasives, strong chemicals.

CONSUMERS' COUNSEL DIVISION, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C.